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Work 2

By: All A+ Essays



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STRATEGIC COMMUNICATIONS PLAN: The ability to effectively communicate is one of the most in demand and sought after skills in today's workforce. As a business professional, you will be expected to not only communicate in a clear and concise way, but to do so strategically. These communication





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skills are necessary to manage personnel effectively and to drive your organization toward its strategic goals and outcomes. Effective communication starts with planning. By developing a strategic communications plan you will be more intentional in your messages and the actions you ask of your

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audience. INSTRUCTIONS Create a strategic communication plan for the professional communication challenge or opportunity of your choice. Your plan should include the following components and may be written in a professional report format. See the formatting requirements for additional





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information. 1. Descriptiona) What is your challenge or opportunity?b) Why is this professionally important to you? 2. Goala) What goal or outcome do you want to achieve with this communication?i. Is it clear, concise, and actionable? 3. Audiencea) Who is your target audience?i. What are the

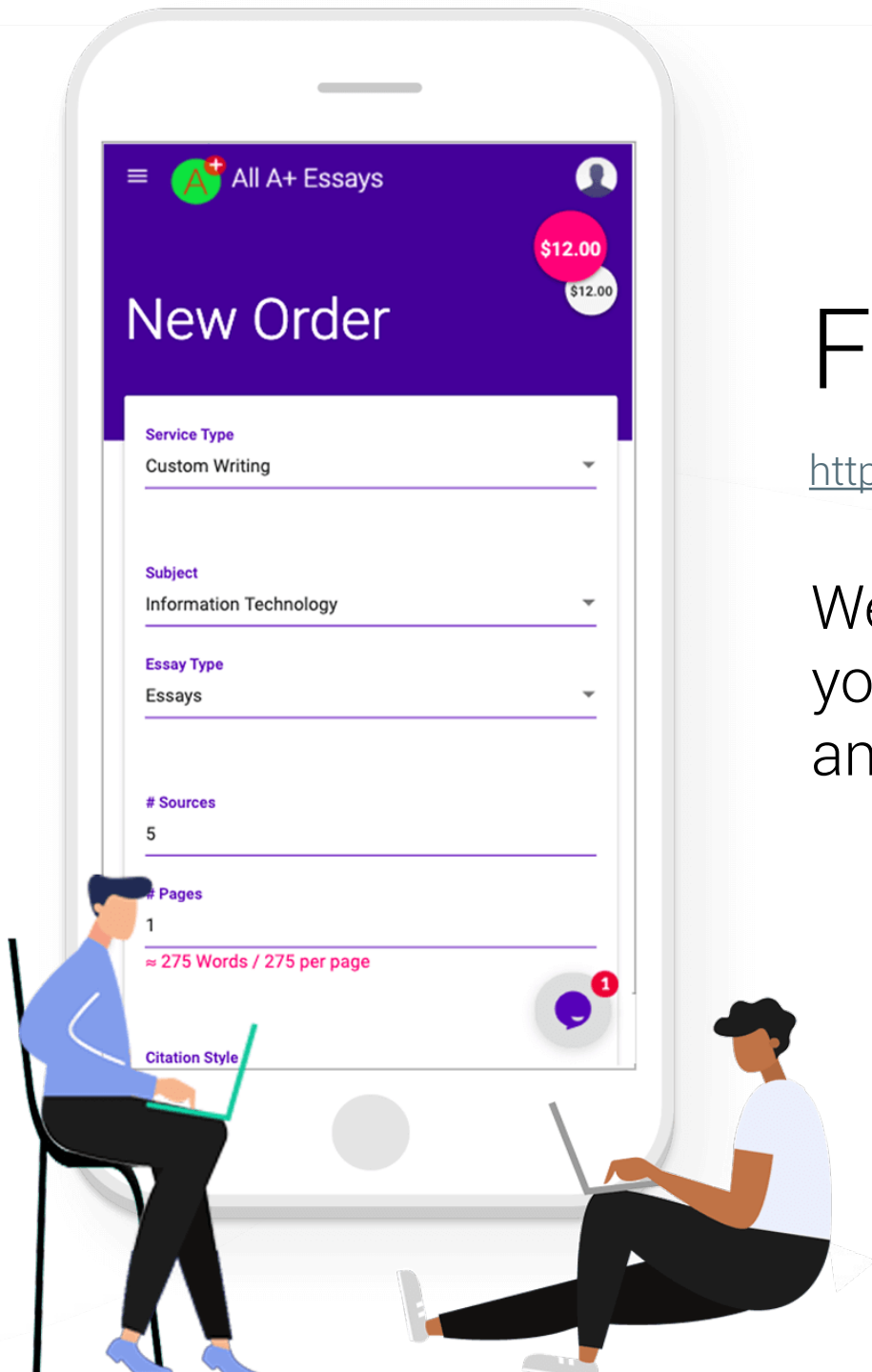


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communication? vi. What preconceptions or biases do you possess that might prevent you from building rapport with your audience? b) What information is available about your audience? i. What research/sources will you use to obtain information about the audience? ii. What conclusions have you been





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able to draw about the audience? c) What tone will you use to convey your message? i. Is the setting casual or formal? ii. Is the communication personal or impersonal? 4. Key Message a) What is the primary message you must convey to your audience? i. Is the message compelling and memorable? ii. Is the





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message clear and concise?iii. Is the message aligned with your audience's goals and needs? 5. Supporting Pointsa) What three to four points, reasons, or justifications support your message?i. What research/sources will you use to obtain facts/data about your message? 6. Channel Selectiona) What



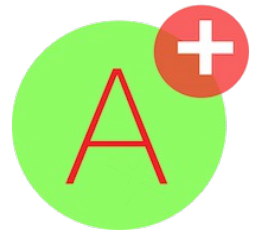


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communication style will you employ (Tell/Sell or Consult/Join), and why?b) What channel(s) will you use to deliver your message, and why will they be the most effective?c) What purpose is served by each channel you have selected? 7. Action Requesta) Is your call to action are you making to your



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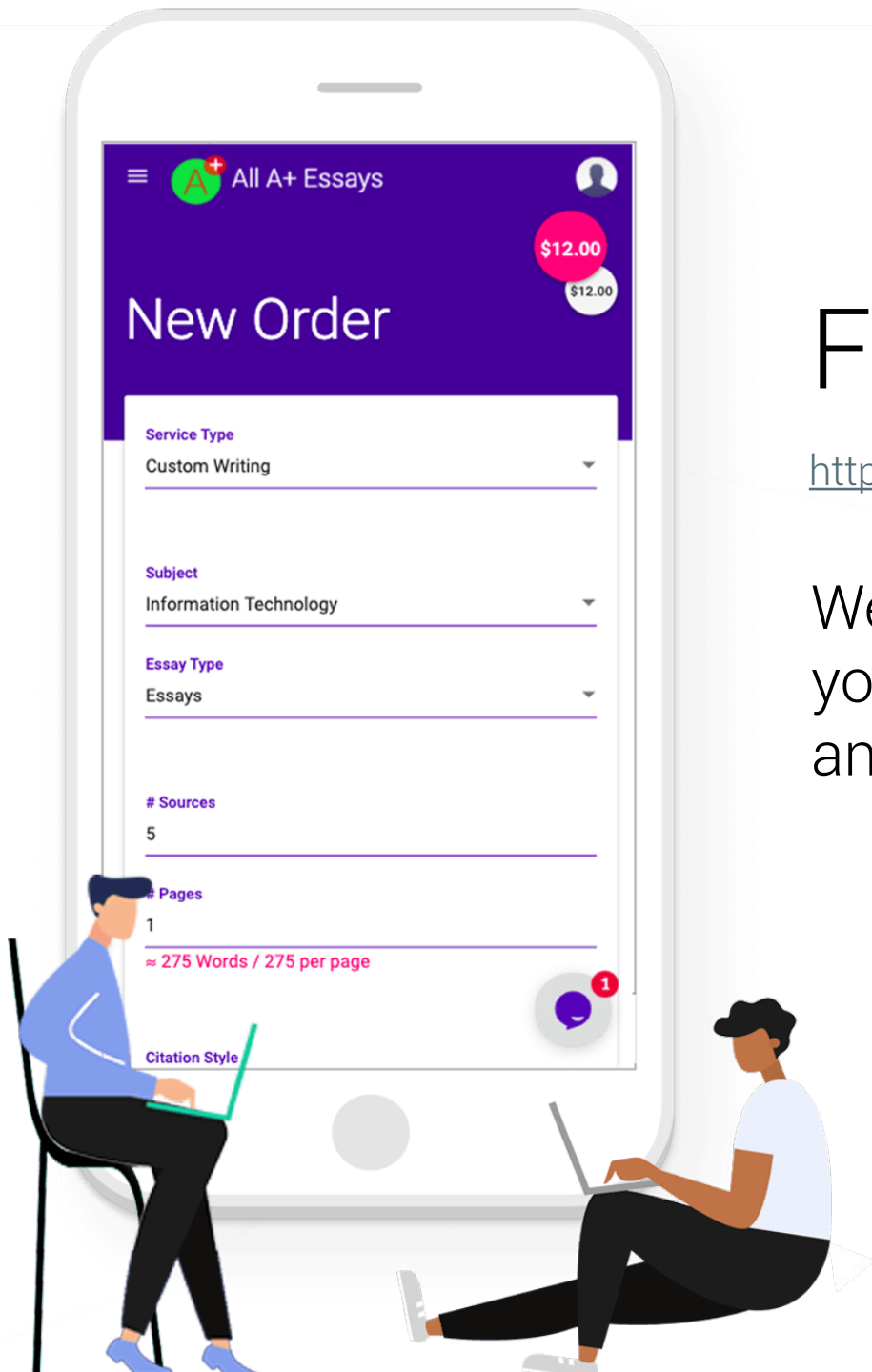
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requirements: Your document must be typed, using Times New Roman font (size 12), with one-inch margins on all sides. Resources must be cited using in-text citations and a reference list. Your document must include a cover page containing the title of the assignment, your name, the professor's name,





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the course title, and the date. Professional report format may be used. This includes the use of headers, single spacing, no paragraph indents, and use of bullet point lists. It should be skimmable. Attachments Question Field #Management

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